



NEWS LETTER



“Cease to inquire what the future has in store,
and take as a gift,
whatever the day brings forth.”

— *Horace*



SEPTEMBER
1941



The new Ford Army Scout Car Tractor Engine — Four speed transmission, Clark heavy-duty rear axle, 69 $\frac{1}{2}$ inch wheel-base, 5.50 x 16 front, 7.50 x 18 rear tires.



Here's a real comfortable fully upholstered bus seat mounted on a coil spring for easy riding.

The New 1942 **BULLET** is Exactly what YOU Wanted!

You've been after us to give you a new Tractor with a four cylinder engine. We've done it!

You've insisted on a spring-mounted front axle. You've got it!

You asked for the old reliable heavy-duty Clark Axle. It's yours!

You've squawked about the seats. Now you get a fully upholstered bus seat.

All of these and more too in the New Bullet.

Write us for complete specifications. This is a peach.

TORO MANUFACTURING CORPORATION

MOWING MACHINERY SPECIALISTS FOR OVER 20 YEARS

MINNEAPOLIS

MINNESOTA

NEWSLETTER

This NEWSLETTER is published by the Greenkeepers Club of New England, and sent free to its members and their Green's Chairmen. Subscription price ten cents a copy, or a dollar for ten copies.

GEORGE J. ROMMELL, JR., *Editor and Business Manager*
54 Eddy Street, West Newton, Mass.

HENRY MITCHELL, *Assistant Editor*

ROBERT A. MITCHELL, *Picture Editor*

September 1, 1941

Vol. 13, No. 8

The ideas and opinions expressed in the subject matter of this NEWSLETTER are not necessarily those of the Editor or the members of the club as a whole.



CONTENTS

	Page
UNITY AND CO-OPERATION	4
DIRECTOR'S MEETING	4
NAMES OF NEW MEMBERS VOTED IN	4
"STANDING STILL OR GOING AHEAD?"	5
BUSINESS MANAGEMENT OF GREENKEEPING.	8
"I WOULD NOT CALL IT HIGH PRESSURE"	10
REPORT OF JOINT MEETING AT RHODE ISLAND	11
BLADES OF GRASS	11
FEEDING AND HOUSING BIRDS	12

GREENKEEPERS' CLUB OFFICERS

SAMUEL S. MITCHELL, *President*, Ponkapoag Golf Club, Canton, Mass.

PHILIP I. CASSIDY, *Secretary*, Needham Golf Club, Needham, Mass.

FRANK H. WILSON JR., *Treasurer*, 543 Dedham Street, Newton Centre, Mass.

N. J. SPERANDIO, *Chairman Entertainment Committee*, Marlboro Country Club, Marlboro, Mass.

JOHN COUNSELL, *Chairman Welfare Committee*, Salem Country Club, Peabody, Mass.

ARTHUR ANDERSON, *Chairman Employment Committee*

Brae Burn Country Club, West Newton, Mass.

ALEX OHLSON, *Chairman Golf Committee*, Lexington Country Club, Lexington, Mass.

UNITY AND CO-OPERATION

It is not the purpose of this article to argue the point that unity and co-operation are invaluable but rather to attempt to bring about a greater degree of unity and co-operation among the members of the green-keeping profession.

Many of us have not yet joined the national organization because, I suppose, we feel that the cost is greater than the value received.

If we of New England are to justify our claim that we are conservative rather than backward we should attempt to show the G. S. A. how to improve its organization by improving ours to the point where all New England Greenkeepers will want to belong.

Many greenkeepers live so far away that it is impossible for them to attend our meetings. The only returns they get from their dues are the issues of the NEWSLETTER which could be purchased for \$1.00 anyway. Why not have non-voting members who would pay, say \$3.00 dues and affiliated members (anyone belonging to another organization) who would pay \$1.00 for dues. All would receive the NEWSLETTER and be asked to contribute articles and news occasionally.

We could then encourage and assist non-voting members to form local groups. A real New England meeting could be held every month in a different section and each section could hold its local meetings every month also.

Even though this plan would not help us much financially it might increase the total number of organized greenkeepers in New England.

LON MOORE.

In Weehawken, N. J., a German who wished to escape being drafted into Adolf Hitler's forces stole \$45.00 from his employer so that he would be sentenced to jail. He was.

Director's Meeting at Waltham

Held on Wednesday, August 27, 1941.

Members attending were: Pres. S. Mitchell, A. Anderson, J. Counsell, G. Rommell, F. Wilson, N. Sperandio, Alex Ohlson, P. Cassidy.

Meeting opened at 8 P.M.

Main theme of meeting was to discuss a tentative program for the sectional meeting to be held at Weston Golf Club on October 27 and 28.

Tentative Program to be as follows:

Monday, Registration	10:00 A.M.
Putting Contest	10:30 A.M.
Lunch	12:00 M.
Golf	1:00 P.M.
Banquet	7:30 P.M.

Speaker, Musser
Toastmaster, Ray Koon (tentative).

Banquet tickets \$2.00, special showing events included.

Tuesday, Tours to clubs and sight-seeing.

Pro-Greenkeepers' Tournament will be held at Brae Burn Country Club on September 22.

It will be a Scotch Foursome, selected drive $\frac{1}{2}$ of the Greenkeepers' full handicap.

Names of Members Voted Into The Greenkeepers' Club of New England at the July Meeting

Regular Members

Manuel Francis, *Greenkeeper*

Club Ad.: Amesbury Country Club.

Home Ad.: 62 Congress Street,
Amesbury, Mass.

Associate Members

Arthur L. Cody

Club Ad.: Wollaston Golf Club,
357 West Squantum St.,
No. Quincy, Mass.

Home Ad.: 65 Vershire St.,
No. Quincy, Mass.

“STANDING STILL OR GOING AHEAD?”

WALLACE G. STRATHERN

Director of Sales Training, New England Coke Company

Inscribed upon a wall of the Kipling Room of the Toronto Public Library are these words: “What you do when you don’t have to, determines what you’ll be when you can’t help it!”

It seems to me that those words are particularly pertinent as we discuss this subject of “Standing Still or Going Ahead.”

But let me say at the outset that I know little or nothing about your business or your specific sales problems, and so I am not going to stick my neck out and attempt to tell you how to do your job.

However, I am keenly interested in better selling, and when you stop to think of it, while your business and my business is quite dissimilar, the basic selling problems are the same.

Keen competition, new competition, make it necessary that we do a *better* selling job than we have ever done before. . . . That we consider not only the cost of selling, but the cost not to sell. We must recognize that the so-called “law of averages” in selling is nearly dead, and that today we must constantly think about, revise, revamp, remodel and modernize our selling methods, as well as to keep plugging.

Of course, the “law of averages” does apply in the business of digging up prospects, but it does not necessarily apply to the ability to sell those prospects.

With that thought in mind, I am going to talk briefly about some of these basic sales problems. Perhaps you will agree with what I say, and perhaps you won’t.

Now, I recognize the fact that there are many successful salesmen today who seriously and honestly question the value of Sales Training, but it is

becoming more and more recognized in almost every hard-hitting organization, that today, a salesman is no *better* than the Sales Training that he uses!

There are many forms of Sales Training, of course. Just to read and digest a good book on “Salesmanship” is a form of Sales Training, because one of the chief functions of Sales Training is to remind the salesman of things that he has known, but forgotten — or allowed to get rusty from disuse.

In my work of trying to help salesmen do a better selling job, I have come to a definite conclusion that the first job, and perhaps the most important job, is to improve our sales personalities — to do something about our sales character and calibre. This is the starting point for an individual, or a group of individuals, to improve their salesmanship.

This check-up on our sales personalities includes many things. It includes, for example, the ability to use a friendly smile in our selling. Old? Yes. Trite? Of course! . . . And yet there are so many stores in Boston where the salesmen forget all about this friendly smile and approach the customer with grim determination written all over their faces. We know, of course, that even a dog smiles by wagging its tail and we ought to be grateful that we can smile at the right end!

In checking up on our sales personality we learn something about “YOU ABILITY” as Elmer Wheeler puts it. And “YOU ABILITY” is simply the ability to see our products through the eyes of the prospect — To put ourselves on the other side of the buying counter — To realize that selling is a mutual thing — a giving as well as a getting — and the *giving first*.

We are reminded of the necessity to make the prospect feel important, to realize that there is only one hero in every show and that in the selling

show, it is not the salesman, but the *prospect* — the *buyer* — the *customer*.

Make the other fellow feel important! How often we see that rule violated. Not only in my business, but in your business — in every business.

How Important Is Personal Development!

You and I know that we can put upon this table twelve loaves of bread in plain white cellophane paper with no identifying labels, twelve quarts of milk with nothing to identify one bottle from another, or twelve vacuum cleaners that look exactly alike, and then put twelve salesmen behind those products — and you, the consuming public, will come up and buy from one salesman and refuse to buy from another?

WHY? It is because you believe one, understand one and like one better than you did the other. The answer, of course, is his *SALES PERSONALITY*.

My friend, Jack Lacy, who conducts a splendid Sales Training Course at the Chamber of Commerce in Boston, says that there are three things that a good salesman should have as standard equipment.

First: Technical knowledge of his product — that is, how it is made, how it works and how it fits into the prospect's needs. And knowledge not only of his own product, but of his competitor's products.

This technical knowledge which is so vitally important can be likened to one lateral of a triangle. But, we know that technical knowledge in itself is not enough! For example, the people who make your clothes perhaps know more about the product than you do, but considerably less about how to sell it.

Now, another lateral of this sales triangle is plain, hard work. We know that there is no substitute for hard work and yet some salesmen never seem to find this out. We know that

WHOLESALE SEED LIST NO. 371 G4

Please send check with order

Radway's GRASS SEED

I. L. RADWANER SEED CO., INC.

DISTRIBUTORS

115 BROAD STREET

Bowling Green 9-3372-3373

NEW YORK, N. Y.

ON STRAIGHT SEED 2c PER LB. MORE IN LESS THAN 1000 LB. LOTS OF ANY ONE GRADE — 5c PER LB. MORE ON LESS THAN 25 LB. LOTS

GRASS SEED DIVISION:
REDTOP Unhulled Choice

Fancy "Luxor"
Fancy "Moon"
Extra Fancy "Sunshine"

KY BLUE

19 # heavy old stock
20 # new crop "Luxor"
21 # new crop "Moon"
25 # new extra fancy "Sunshine"

CANADA BLUE GRASS New Crop

RYE GRASS

Perennial
Italian Annual
Pacey's Rye short seeded

KENT Type Wild White Clover Certified Old Pasture

NATURAL GRASSES:

FESCUE Chewings FANCY New

Sheeps or Hard
Red Fescue Creeping
Fine Leaved Fescue
Meadow Fescue

POA TRIBIALIS Rough Stalk

Meadow Grass

WHITE AND ALSYKE CLOVER

MIXED HALF

POPPY SEED

BENT Rhode I. Type Colonial

All New Crop
Blue Tag New Crop Astoria
Colonial R. I. type
Browntop N.Z. Imp.

GERMAN BENT So. German Type

Mixed

SEASIDE BENT Bluetag cert. creeping

Pacific grade seaside
mixed - creeping

WHITE CLOVER "Luxor"

"Moon"

ORCHARD GRASS "Moon"

RED CLOVER

Domestic \$10.20 Bu.

ALFALFA N.W. Kan. 14.10 Bu.

Colorado-OKL 13.65 Bu.

Grimm 16.80 Bu.

TIMOTHY "Moon" 2.60 Bu.

"Luxor" 2.55 Bu.

ALSIKE 9.30 Bu.

CANARY Arg. recleaned

RAPE Large Black Dwarf Essex

Small Red

ASK FOR PRICES

ASK FOR PRICES

if a man works hard and conscientiously four hours per day, he makes so much money. If he can be sold the idea to multiply this by two, and work equally as hard and equally as conscientiously eight hours per day, he will make twice as much money.

One time during the N.R.A. period, I saw a sign in a store window that read something like this: "Notice: No one in this store works over forty hours per week — except the executives."

There is a pertinent thought here. So let's leave this with the generalization that all the shovel leaners are not on the W.P.A. . . . They might be on our sales force!

Now the third lateral, or base of this triangle is our sales personality.

If I had any right to offer you advice, or any salesman advice, it would be to take a public speaking course. Now I know this business of public speaking frightens many salesmen, yet I think you will agree with me that we can know a great deal about the mechanics of selling, and if we cannot express it well, this knowledge isn't of much use to us.

You will agree that when a person speaks better to a group, he speaks better to an individual, and when he speaks better to an individual he is a better salesman, and when he is a better salesman he, of course, makes more money.

But there is an even more important reason for expressing ourselves well. When you stop to think of it, it is only a form of giving *FULL MEASURE* to our prospects to talk as interestingly and convincingly and concisely as possible. I am sure we all want to give *full measure*.

Now, I am not talking about oratory, nor even public speaking, as some people regard it. We are not interested in developing orators nor do we, in our classes, urge our salesmen to use such expressions as "From the rock bound coast of Maine to the

sunny shores of California." But, we do try to help them to be natural, to be persuasive and interesting. Instead of speech-makers or orators, we urge naturalness. Of course even this matter of being natural can be overdone.

A valuable by-product of Sales Training is *increased enthusiasm*. Without genuine enthusiasm, a salesman cannot be anything but mediocre.

Enthusiasm, of course, tramples over prejudice; and we meet a lot of prejudice out in the field, for prejudice simply means to pre-judge. Enthusiasm is the white heat that melts down all barriers. You know, some people feel that enthusiasm is a fine thing. If you have it — it is wonderful — and if you don't, it is just too bad! But enthusiasm is something we can get instantly by changing our thinking. We can always change our thinking!

The mechanics of the sale, such as approaches, presenting the sales story, closing the sale and the handling of objections are what we must constantly work with and improve, of course — But with this, there are two other things to which we, as salesmen, must give a great deal of thought — they are *OBSERVATION* and *SHOWMANSHIP* in selling.

Consider, if you will, how important is observation in the life of a specialty salesman? Observation plays a tremendously important part in the office, selling over the counter and out in the field. If a salesman is observant when he is calling on his prospects, he sees many things that indicate to him how he can best treat the customer the way in which the customer wants to be treated.

Diapers on the clothesline indicate a small baby in the home, a kiddie-car on the porch, an older child, and a bicycle leaning up against the house, a grown child. All these things help a salesman in preparing his ap-

proaches and sales story. Without observation, he cannot be effective.

Then we come to *SHOWMANSHIP!* How important that is in effective selling, and what a lack of it we see in business today! A wooden Indian cannot sell. We must show the prospect action to get action, and yet many salesmen whom we know, fail to use this sales tool. The showmanship I am speaking about is *SIMPLE—SOLID—and SINCERE.*

Show the prospect action and you get action! Someone said to the little colored boy down South: "Son, what would you do if you got a letter from the Klu Klux Klan?" And the little boy said, "Mister, I'd read it on the train! — *MORAL: Keep moving!*

In conclusion, let me remind you of an important statement in one of our Sales Training lessons: "*All progress stops for those who think they are too old or too smart to learn!*"

The modern 1941 way of saying this is: "*The Lord gave us two ends. One to sit on and the other to think with. Success is determined by which end we use the most — heads you win; tails you lose!*"

Bottoms Up

First Boa Constrictor — Whatza swallow that dog for? Didn't you just have a rabbit?

Second Boa Constrictor — Yes, but I felt like I wanted a chaser.

— College Humor.

GRE-NALL PULVERIZED PEAT

**FOR GOLF GREENS
AND LAWNS**

SAMPLE FREE

DAVID M. PERKINS

CENTRE BARNSTEAD

N. H.

BUSINESS MANAGEMENT OF GREENKEEPING

(Given at Amherst Conference)

Business Management of Greenkeeping is an extremely broad subject and I will only attempt to speak briefly on two factors of business management; "Human Relations" and "Records."

It has been estimated that seventy-five per cent of the problems of management lies in the field of human relations. Today supervisors are being selected on the basis of their aptitude in handling and developing themselves and their employees. The supervisor's job is to make the most of the men at his disposal, to help the worker develop his ability and overcome his weaknesses. The ability to handle people is an acquisition, not necessarily a gift.

The most dangerous policy in handling men is to ignore them. An employee whose work is not noticed inevitably comes to feel that his task is unimportant. If it is unimportant to the boss it is certainly unimportant to the worker.

Don't be afraid to praise a man for a job well done. It has been estimated that eighty-five per cent of us suffer from an inferiority complex. Praise is the greatest known stimulant for an inferiority complex.

There is only one justifiable purpose for a reprimand and that is constructive—to help the individual improve his work. If a man makes a mistake through ignorance the case usually calls for training, not a "bawling out."

Do you ever ask a worker for his opinion as to the methods or progress of a job? This gives him a feeling of importance, and believe it or not his opinion may teach you something.

The greenkeeper must have executive ability and he should be resourceful, diplomatic and energetic. He should be forward-looking with progressive ideas, for the efficiency of

the maintenance operations depends upon his methods.

Now let us look at the records. Did you ever hear of anyone conducting a successful business without an accounting system? At present there is not a uniform method of accounting in greenkeeping but you can devise a system of records most suitable to your own job.

In my own case, I keep a number of records. We have four trucks, two tractors and three power mowers and by the use of a simple chart we keep an accurate record of the amount of gasoline and oil used by each piece of equipment.

The pump used to irrigate our fairways is driven by an electric motor and we keep a record of the dates and number of hours that the pump operates.

I suppose that almost every greenkeeper keeps turf records. That is, a record of the date, location, rate of application and material applied, such as fertilizer, fungicide, insecticide, topdressing, etc. Weather conditions may be recorded and any operations that are not considered as routine work.

I also keep a record of labor distribution and costs. A weekly time distribution sheet is kept by each worker. This sheet contains twenty-eight maintenance operations plus eight other operations not included in golf course maintenance. At the end of the year the figures from the weekly sheets are computed and from the totals we compose an analysis of labor distribution and costs.

Now the question may be asked, "Is it worth-while?" or "What do you gain by it?" Well, the gas and oil records make it possible for us to estimate the fuel cost and consumption of each truck or tractor.

The record of pump operating hours enables us to estimate the operating cost per hour for electric power, and the amount of water used to irrigate the golf course.

The value of turf records is obvious. They will eliminate a program of hit-or-miss treatments to the turf and they are often helpful in diagnosing turf troubles.

Keeping a record of labor costs is good business, it enables you to make an intelligent comparison of your maintenance costs from year to year. You will also be able to furnish your greens chairman with an impressive labor cost analysis. The average greens chairman's interest in maintenance costs is second only to the playing conditions on the golf course.

Keeping records is not an end in itself, but it is a means to an end, and if the keeping of records can assist you in finding the more efficient and economical methods of maintaining your golf course, then it is your duty to adopt a system that fits your job.

JOHN COUNSELL.

- *It was in this publication that we saw a list of names of the members of the Greenkeepers' Club of New England...*

Perhaps some of the members we circularized may see this ad. We want you to try **HYPER-HUMUS** in your fall topdressing, so *send in those sample cards*. If you have lost your card, write in and say you saw this ad, and we will send you 100 lbs. of **HYPER-HUMUS** at no charge, freight collect.

Offer limited to greenkeepers, park superintendents and officials only.

●
HYPER-HUMUS COMPANY
Box O • Newton, New Jersey

“I WOULD NOT CALL IT HIGH PRESSURE”

When a salesman, and after all we are all salesmen, tells his customer in all sincerity that he feels sure the prices will soon advance and he ought to buy now and is met with the rebuff “That’s high pressure bunk” he wonders, if after all it is worth while making those extra fifty miles to repeat the warning which this time he knows to be a fact.

Perhaps there are still a few salesmen who use every subterfuge to get an order and have been guilty in the past of a few over-optimistic statements about prices going up. There are also some salesmen who do not measure the day’s work by the dollar volume written but rather by the good will and confidence which is kept alive by casual personal or mail contacts and who await with full confidence that if and when his customer is ready that he will have an opportunity to serve him. You can tie to these men and not feel that their every sales argument is high pressure but that they have a mission of selling you something for your own good as well as creating business.

These latter type of salesmen have been telling the trade for the past several months that prices are on the up grade and that buying now means not only money saved but the best form of insurance that you will have the needed materials when needed. These men receive almost daily information from their headquarters of the trends and materials situation and are in possession of bits of knowledge that we cannot distribute to the trade except by these contacts.

Some clubs have purchased and have taken delivery of most of their 1942 needs in Mercurials—Rubber Hose—Mowers—Tractors—Repair parts—Tractor tires—Aluminum accessories and even flags. Their savings are far greater than bank in-

terest on their investments, but best of all they actually have the needed materials in their buildings and will not feel the materials shortages.

To the salesmen who have fostered the idea of “Buy it NOW” and the Greenkeepers who have “Acted Now” we extend a word of congratulations as they are the leaders, without whom we would find the spring congestions impossible to unravel and who have made way for the unavoidably late buyer. So after all what might seem on the surface as High Pressure is really Customer Interest even tho it was so recognized by the few.

Let no one, be he salesman or otherwise, convince you that everything you need for your course and to which you have been accustomed in the past will be available next year and that you will not pay much more for it than if you bought today. It is not their intention to take advantage of the situation by making general price advances; on the contrary they advance only when they find their costs advancing.

—O. O. CLAPPER.

As there are twenty-nine different-sized teaspoons in use in this country, few of which hold an exact medicinal dosage of one-eighth of an ounce or one dram, a true medicinal teaspoon will soon be supplied free with each prescription by all American druggists.

USED GOLF BALLS WANTED

Highest prices paid

Check mailed within 48 hours after balls
are received

Known to the trade for 15 years

Get our prices before selling

EASTERN GOLF CO.

244 West 42nd Street, New York, N. Y.

Report of Joint Meeting at Rhode Island

The June meeting of the Greenkeepers' Club of New England was held at Misquamicut Country Club, Watch Hill Road, Westerly, R. I., in joint session with the Rhode Island Country Club. This is one of the truly beautiful clubs in New England and Mr. Chapman, the greenkeeper, deserves a hand for its fine condition.

Seventeen of our members attended the meeting. There were 60 in all at the meeting.

Eight out of 14 starters finished the tournament. We think Rhode Island is a little dubious about our cleanliness, because all who played golf were provided with a free shower in about the middle of the round, and was it thorough?

Mr. F. S. Moran, chairman of the greens at Wachusetts C. C., was the only chairman in the tournament, and he walked off with the gross prize. He won with an 80 gross.

There was a tie for net, Braio 73 and R. W. Peckham.

In Portland, Ore., a "Mr. Wadouski" telephoned a welder, asserting that some one had been tampering with his safe and had jammed the mechanism. The welder came over, opened the safe and received \$5.00 for his work. "Mr. Wadouski" then emptied the safe and departed with \$1,000.

The daintiest burglar who showed up during the year robbed several New Jersey policy owners of the Travelers Indemnity Company. His victims reported that he not only repaired any damage he committed during entry, but also rearranged flowers, straightened pictures and hung clothes on their hangers. Then he walked out the back door with his haul.

BLADES OF GRASS

In the suburban household the perennial concern of the lord and master is the green plot out in front known as the lawn. Unless he is one of the breakfast gobblers he casts a few loving glances toward it before departing for work. When he returns of an evening he reaches naturally for the hose, with which to encourage the grass to grow.

At the week-end he spends hours in old clothes manicuring the turf, eliminating weeds, dandelions and other misplaced vegetation. The lawn mower is pushed and the borders are trimmed with care. There are men who appear more interested in blades of grass than in the baseball scores or in the fate of nations.

Stirring within them is the land hunger that motivated countless generations of ancestors. Devotion to a grass plot is really the love for our mother the earth.

C-1 STOLONS NOW READY IN THE SCOTT NURSERY...

This new strain of Bent developed and endorsed by the Green Section.

Write for particulars.

O. M. SCOTT & SONS CO.
Marysville, Ohio

Scott's

SCOTT'S SEED *makes* BEAUTIFUL TURF!

FEEDING AND HOUSING BIRDS WILL AID GREAT BRITAIN

In these troublesome times, with war around the corner, we are again turning our thoughts on how to do our bit.

Feeding and providing adequate nesting places for wild birds may appear, on first thought, a far-fetched idea of a patriotic bit, but let us examine the facts.

A conservative estimate of the crop loss annually from insects in the United States is \$700,000,000 to \$1,000,000,000 and increasing steadily. The present bird population keeps this from being double or triple, but with a 10 per cent increase in bird population this loss would be decreased by 25 per cent.

Of particular interest to everyone is that weed seeds are delectable morsels to the Sparrow family (except English or House, which are not true sparrows) and they now save

us in weeding labor about \$60,000,000 annually.

Therefore, if food is to win the war and we are to feed Great Britain and also prepare ourselves for the days ahead, spend a few pennies each day feeding the birds so they will be hale and hearty when spring comes and erect a few good bird houses on your premises to help them increase in population—they will return in dollars what you spend in pennies.

DONALD B. HYDE

Another crook who pulled a "boner" was one who robbed a school cafeteria in Wilmington, Del. He couldn't resist taking a bite out of an ice cream brick. He was identified by his teeth marks.

Also in Boston a thief took \$300 from the trouser pocket of the chief engineer of a British steamship, but overlooked \$4,000,000 in gold which had been brought over on the vessel to finance war orders.

FLORIDA HUMUS

USED BY THE BEST CLUBS

A Pure Organic Matter — FLORIDA HUMUS should not be confused with other materials, which have a low humus content, nor with imported "organics," which lack food value and are often excessively acid. FLORIDA HUMUS is **all humus**. It is composed of decayed lilies and grasses, dredged from under-water deposits, centuries old, thoroughly air-dried. It is in an **advanced** state of decomposition — the state which all organic matter must reach to become valuable as humus.

A Different Humus — FLORIDA HUMUS differs from most sources of humus. It has an exceedingly high nitrogen content — more than 3% on a dry basis. It is drier and lighter — with a greater covering capacity. It contains a smaller percentage of inert matter. It is less acid, and **will not sour the soil**. It contains no weed seeds or foreign matter and is free from nematodes.

Acidity pH6.2*

*Showing very slightly acid, 7.0 being neutral.

200 lbs. crates \$3.50 — Ton \$30.00



85 STATE STREET

BRECK'S

BOSTON, MASS.